

Children's Memorial Foundation
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Children's Memorial Hospital

Children's Memorial
Research Center

Children's Memorial
Home Health, LLC

A Member of the
McGaw Medical Center of
Northwestern University

April 22, 2008

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W., Room TW-A325
Washington, D.C. 20554

Re: MB Docket No. 04-233

Dear Ms. Dortch:

Children's Memorial Hospital is dedicated to the health and well-being of all children. As a charitable organization, we serve children and their families to the best of our abilities and the limits of our resources. With 1,100 pediatric specialists focusing on 70 specialties in multiple locations, Children's Memorial provides care to more young people than any other Chicago-area hospital or medical center. We have treated children from 48 states and 26 foreign countries. For 125 years, Children's Memorial has been committed to improving the health of the communities we serve.

Over the past 9 years, Children's Memorial Hospital has partnered with WTMX 101.9 FM for the Eric and Kathy 36-hour Radiothon. Last year alone, this event raised \$1.9 million on behalf of the over 113,000 children served at Children's Memorial. These 36-hours of continuous air-time are not only an excellent fundraising tool for our hospital but it is also an opportunity for us to share the stories of the amazing patients, families, and staff who are affected by this institution everyday.

WTMX also aired seasonal Public Service Announcements throughout the year to educate Chicago land families on injury prevention in the areas of frost bite, window falls, sunburns, and cold and flu prevention. In addition, WTMX promoted our community fundraising and advocacy events with on-air announcements and sign-up information on their website.

Without the ongoing support of WTMX as our main market Radiothon partner, Children's Memorial would be unable to adequately promote and educate the community through the airwaves. Over the past 9 years of our partnership, WTMX has served our needs to the fullest extent and we see no need for additional rules or reporting requirements that insert federal oversight of the process. WTMX is an excellent demonstration of a broadcast group that serves the interests of community organizations such as Children's Memorial.

Respectfully submitted,

Erin Perkins
Sr. Development Officer, Children's Memorial Hospital